

PRUDENTIAL PLC  
Form 6-K  
May 17, 2010

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**FORM 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER**

**Pursuant to Rule 13a-16 or 15d-16 of  
the Securities Exchange Act of 1934**

For the month of May, 2010

**PRUDENTIAL PUBLIC LIMITED COMPANY**

(Translation of registrant's name into English)

**LAURENCE POUNTNEY HILL,  
LONDON, EC4R 0HH, ENGLAND**  
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports  
under cover Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark whether the registrant by furnishing the information  
contained in this Form is also thereby furnishing the information to the  
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes  No

If "Yes" is marked, indicate below the file number assigned to the registrant  
in connection with Rule 12g3-2(b): 82-

Enclosure: Prudential plc Q1 2010 IMS

Embargo  
: 07:00 am 17 May 2010

## **PRUDENTIAL PLC FIRST QUARTER 2010 INTERIM MANAGEMENT STATEMENT**

### **NEW RECORD FOR FIRST QUARTER NEW BUSINESS SALES AT £807 MILLION**

.  
GROUP-WIDE SALES OF £807 MILLION UP 26 PER CENT. NEW BUSINESS PROFIT UP 27 PER CENT

.  
OUTSTANDING FIRST QUARTER IN ASIA. SALES UP 30 PER CENT, NEW BUSINESS PROFIT UP 35 PER CENT

.  
CONTINUED POWERFUL MOMENTUM IN US. SALES UP 39 PER CENT, NEW BUSINESS PROFIT UP 25 PER CENT

.  
UK FOCUS ON VALUE OVER VOLUME DELIVERS HIGH MARGINS

.  
ASSET MANAGEMENT NET INFLOWS OF £1.2 BILLION

.  
CAPITAL POSITION REMAINS STRONG - IGD SURPLUS ESTIMATED AT  
£3.4  
BILLION <sup>1</sup>

	<b>Q1 2010</b>	<b>Q1 2009</b>	<b>% change on Q1 09</b>
Group Insurance <sup>2, 3</sup>			
Sales - APE	<b>£807m</b>	£640m	26%
New Business Profit <sup>4</sup>	<b>£427m</b>	£336m	27%

Margin - APE %	<b>53%</b>	53%	-
<b>Investment Net Inflows</b>	<b>£1,203m</b>	£2,728m	(56%)

**Tidjane Thiam, Group Chief Executive said:**

"Our record performance in 2009 continued into the first quarter of 2010. We maintained our focus of allocating capital to the most profitable opportunities, and as a result have delivered strong growth in new business profit. This first quarter interim management statement represents a significant evolution in our financial communication as it includes for the first time new business profit, as well as new business sales. This change reflects our continued commitment to greater disclosure.

In the first quarter, APE new business across the Group was £807 million, up 26 per cent (first quarter 2009: £640 million), and new business profit was £427 million, up almost £100 million and 27 per cent (first quarter 2009: £336 million).

In Asia we delivered strong growth in new business compared to the first quarter 2009. APE sales in the first quarter 2010 were £359 million, an increase of 30 per cent on the first quarter last year of £276 million. New business profit for the first quarter was £183 million, an increase of 35 per cent. This performance demonstrates the strength of our businesses in Asia and emphasises the return to economic growth experienced across the region.

In the US, Jackson's focused approach and strict pricing discipline also delivered an improved first quarter with new business profit of £175 million, up 25 per cent (first quarter 2009: £140 million) and APE new business sales of £255 million up 39 per cent (first quarter 2009: £184 million). We maintained our deliberate emphasis on variable annuities in which we ranked fourth in the US in 2009, with a market share of 8 per cent.

Prudential UK continued to serve targeted segments of the retirement savings and income markets, emphasising value over volume. This strategy delivered attractive returns on the capital employed in the first quarter. New business profit was £69 million, up 15 per cent (first quarter 2009: £60 million) and APE new business sales were £193 million, up 7 per cent (first quarter 2009: £180 million).

M&G continued to outperform the market with net fund inflows in the first quarter of £1,889 million (first quarter 2009: £2,543 million). After making allowance for the exceptional nature of the inflows into corporate bond funds in the first quarter of 2009, this is a very strong performance in a reinvigorated and competitive environment.

Our performance has been delivered while taking a disciplined approach to risk management and targeted Group-wide actions to protect our strong capital position. Our estimated IGD surplus was £3.4 billion at 31 March 2010 (31 December 2009 £3.4 billion). This capital strength underpins our ability to exploit growth opportunities.

In 2010 we said that we would accelerate our proven strategy to capitalise on the most profitable growth opportunities in our chosen markets and these strong results demonstrate we are delivering on that objective. Going forward, we expect momentum in Asia to continue, whilst the economic conditions in the UK and the US stabilise."

**Notes**

1 Before allowing for the 2009 final dividend

- 2 Asia 2010 and 2009 comparative APE new business sales and new business profit exclude the Taiwan agency business disposed of during Q2 2009 and the Japanese insurance operations which we have closed to new business from 15 February 2010
- 3 Unless otherwise stated all growth rates are on a sterling basis. Growth rates on constant currency are presented on schedule 1B of the Interim Management Statement
- 4 For Q1 2010 we have presented new business profit and margin for the 3 month period ended 31 March 2010 and the comparative period. The assumptions underlying new business profit are presented in schedule 5 to the Interim Management Statement

### 1. Q1 2010 Business Unit financial highlights

Sales - APE Insurance	Q1 2010	Q1 2009	% change on Q1 09
Asia			
5	£359m	£276m	30%
US	£255m	£184m	39%
UK	£193m	£180m	7%
<b>Total Group Insurance</b>	<b>£807m</b>	<b>£640m</b>	<b>26%</b>

New Business Profit 6	Q1 2010	Q1 2009	% change on Q1 09
Asia	£183m	£136m	35%
US	£175m	£140m	25%
UK	£69m	£60m	15%
<b>Total Group Insurance</b>	<b>£427m</b>	<b>£336m</b>	<b>27%</b>

Margin - APE %	Q1 2010	Q1 2009	+/- %pts
Asia	51%	49%	+2pts
US	69%	76%	-7pts
UK	36%	33%	+3pts
<b>Total Group Insurance</b>	<b>53%</b>	<b>53%</b>	<b>0pts</b>

Investment Net Inflows	Q1 2010	Q1 2009	% change on Q1 09
M&G	£1,889m	£2,543m	(26%)
Asia Asset Management	(£686m)	£185m	(471%)
<b>Total</b>	<b>£1,203m</b>	<b>£2,728m</b>	<b>(56%)</b>

#### Notes

- 5 Asia 2010 and 2009 comparative APE new business sales and new business profit exclude the Taiwan agency business disposed of during Q2 2009 and the Japanese insurance operations which we have closed to new business from 15 February 2010
- 6 For Q1 2010 we have presented new business profit and margin for the 3 month period ended 31 March 2010 and the comparative period. The assumptions underlying new business profit are presented in schedule 5 to the Interim Management Statement

### 1.1 Asia Insurance operations

<b>Asia</b>	<b>Q1 2010</b>	<b>Q1 2009</b>	<b>% change on Q1 09</b>
Sales - APE	<b>£359m</b>	£276m	30%
New Business Profit	<b>£183m</b>	£136m	35%
<b>Margin - APE %</b>			